



# Five Steps to Achieving Flexible Work



# Allison O'Kelly - Expert because I live it!



Vacation Planner  
Elementary School  
Cleaner  
Preschool  
Sister  
CPA  
Business Owner  
Wife  
Swim  
Soccer  
Activity Planner  
Boss  
Family Accountant  
Beach  
MBATrack  
**Mom**  
Disney  
Driver  
Entrepreneur  
Walker  
Middle School  
Daughter  
Reality TV  
Organizer  
Candycrush



# Your Complete Professional Staffing Solution



**Direct Hire. Contract. Interim. Project. Fractional. Seasonal.**

Mom  Corps®



Corps  Search®



Corps  Advisory®

- In 2005, We were pioneers - creating the first national staffing organization focused exclusively on experienced professionals seeking nontraditional careers.
- Today, we are a leader in strategic workforce solutions for highly skilled, hard-to-find talent.
- Through our three specialized divisions, we are able to help firms achieve higher returns on their talent investments.

# Agenda



1. Defining Flex Work
2. Changing Culture and Family Roles
3. The Increasing Need for Work Flex
4. Five Steps for Flexibility

# What is Flex Work Anyway?



## Time

- Modified Hours
- Modified Workweek
- Part-time

## Place

- Telecommuting
- No Required Travel
- Short Commute

## Duration

- Direct Hire
- Contract
- Project-based
- Seasonal

***Flexibility means different things to different people.***

# What's Changed?



## Why Flex Work?

### *Why Now?*



# What's Changed?



1960's  
Team Mentality

Today  
Individual Mentality

# Billboard Top 10 1965



80%  
Groups /  
Teams

1. Wooly Bully
2. Sugar Pie Honey Bunch
3. Satisfaction
4. You were on my Mind
5. You've Lost That Lovin' Feelin
6. Downtown
7. Help
8. Can't You Hear My Heart Beat
9. Crying in the Chapel
10. My Girl

Sam the Sham & the Pharaohs  
Four Tops  
The Rolling Stones  
We Five  
The Righteous Brothers  
Petula Clark  
The Beatles  
Herman's Hermits  
Elvis Presley  
The Temptations



# Billboard Top 10 2014



**80%**  
**Individual**  
**artists**

1. Happy
2. Dark Horse
3. All of Me
4. Fancy
5. Counting Stars
6. Talk Dirty
7. Rude
8. All About That Bass
9. Problem
10. Stay with Me

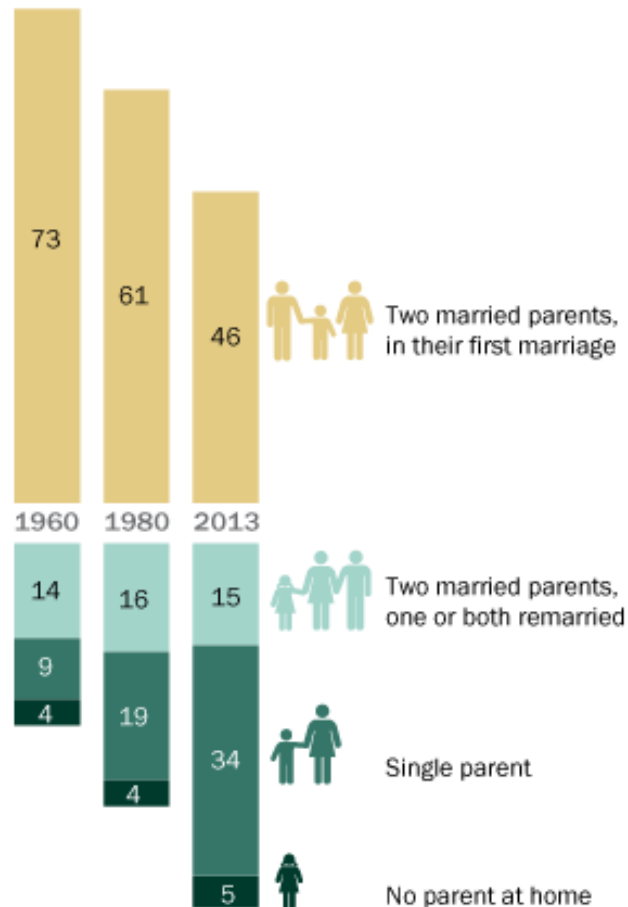
Pharrell Williams  
Katy Perry featuring Juicy J  
John Legend  
Iggy Azalea featuring Charli XCX  
OneRepublic  
Jason Derulo featuring 2 Chainz  
Magic!  
Meghan Trainor  
Ariana Grande featuring Iggy Azalea  
Sam Smith

# Team to Individual in “real life”



## How the American Family Has Changed

% of U.S. children living with ...



# Families have changed!

Note: Based on children ages 17 and younger. "Married parents" refer to those in a heterosexual marriage only. In 2013, the "single parent" category includes the small share of children living with two parents who are cohabiting or in a same-sex marriage. Data on same-sex marriage and cohabitation is not available for earlier years.

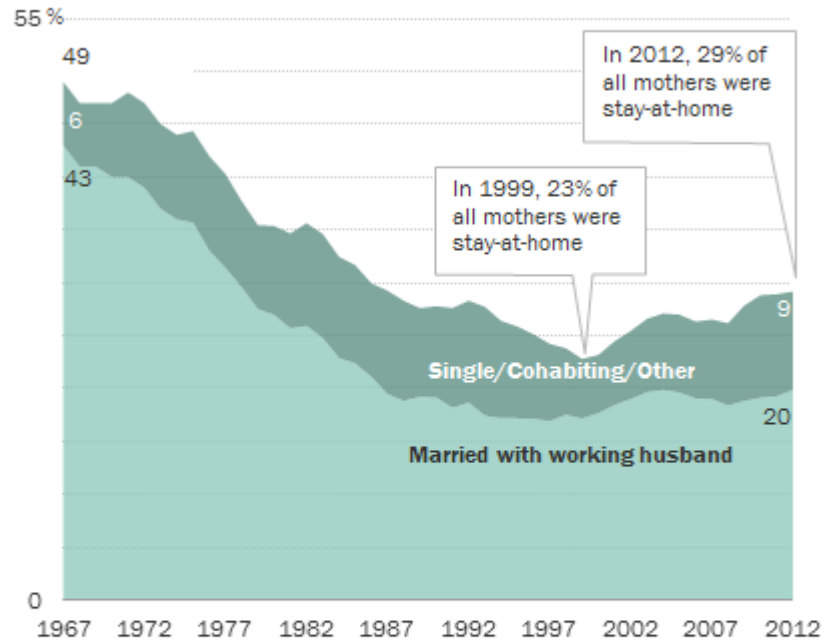
Source: Pew Research Center analysis of 1960 and 1980 Decennial Census (1% IPUMS) and 2013 American Community Survey (1% IPUMS)

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# Mom's role has changed



*% of mothers with child(ren) younger than 18 who do not work outside the home*



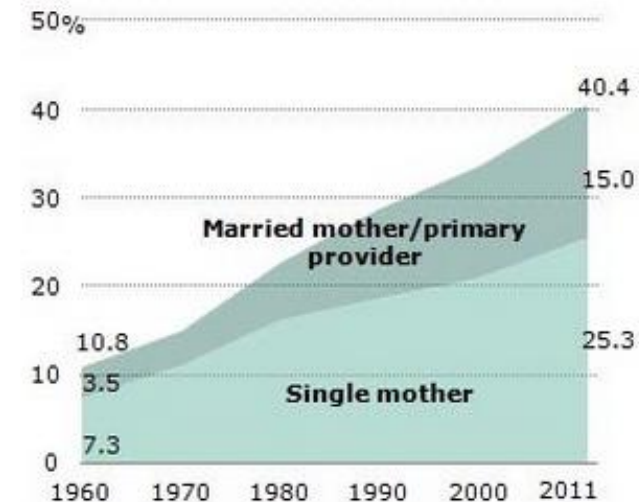
Note: Based on mothers ages 18-69 with own child(ren) younger than 18 in the household. Mothers are categorized based on employment status in the year prior to the survey. "Other" stay-at-home mothers are those who are married with a non-working or absent husband.

Source: Pew Research Center analysis of March Current Population Surveys Integrated Public Use Microdata Series (IPUMS-CPS), 1968-2013

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## Mother as the Sole or Primary Provider: 1960-2011

*% based on households with children under age 18*



Note: Single mothers include mothers who are never married, divorced, widowed, separated, or married but the spouse is not in the household.

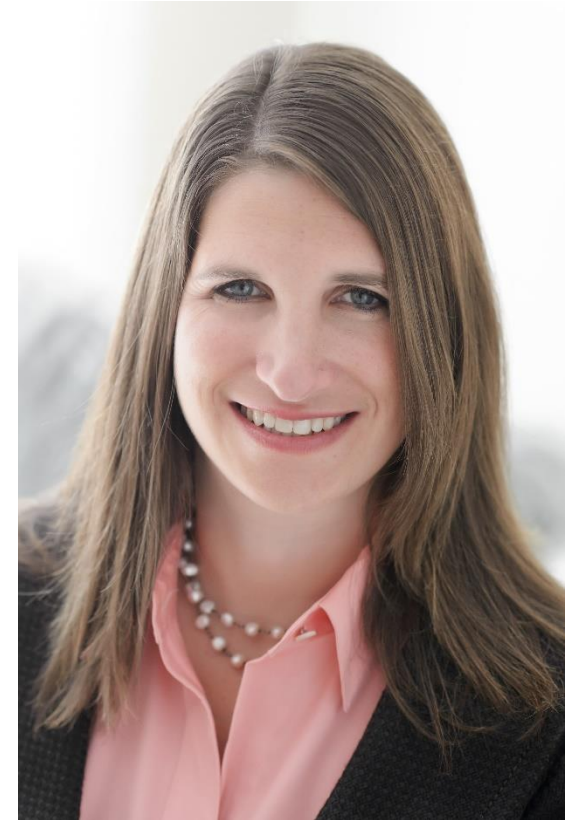
Source: Pew Research Center analysis of the Decennial Census and American Community Surveys (ACS) Integrated Public Use Microdata Sample (IPUMS) files

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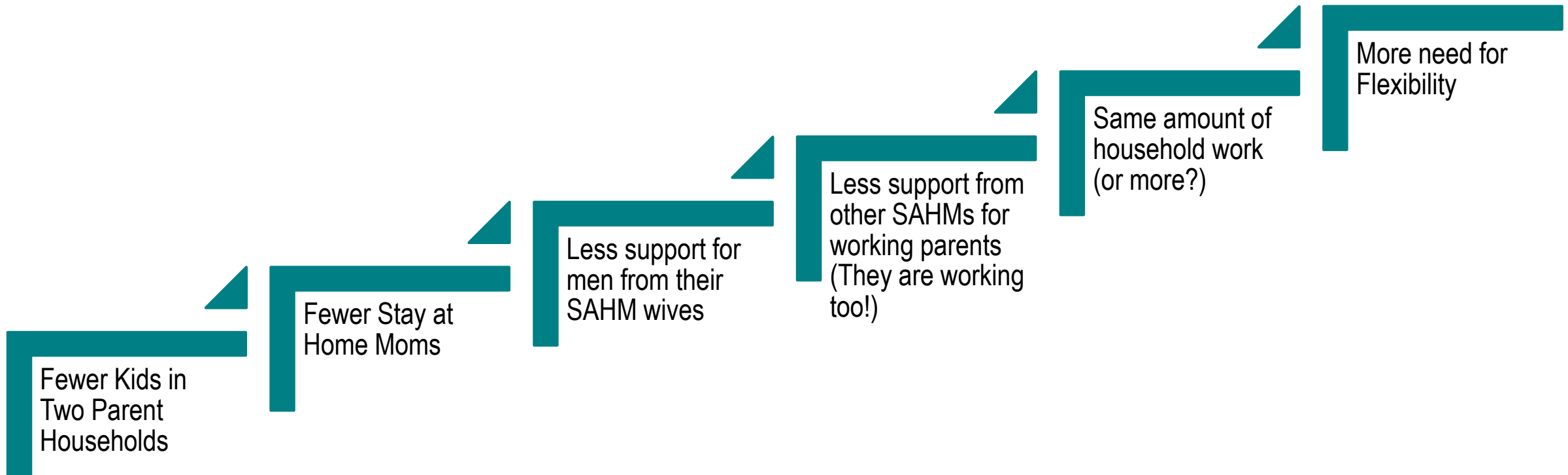
# Or has it?



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Activity Planner  
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Family Accountant  
Beach  
MBATrack  
**Mom**  
Disney  
Driver  
Entrepreneur  
Walker  
Middle School  
Daughter  
Reality TV  
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# The Increasing need for Work/Flex



# Employees Needs have Changed



## Boomers (born 1943-65)

- Looking to phase into retirement
- Many responsible for the care of aging parents

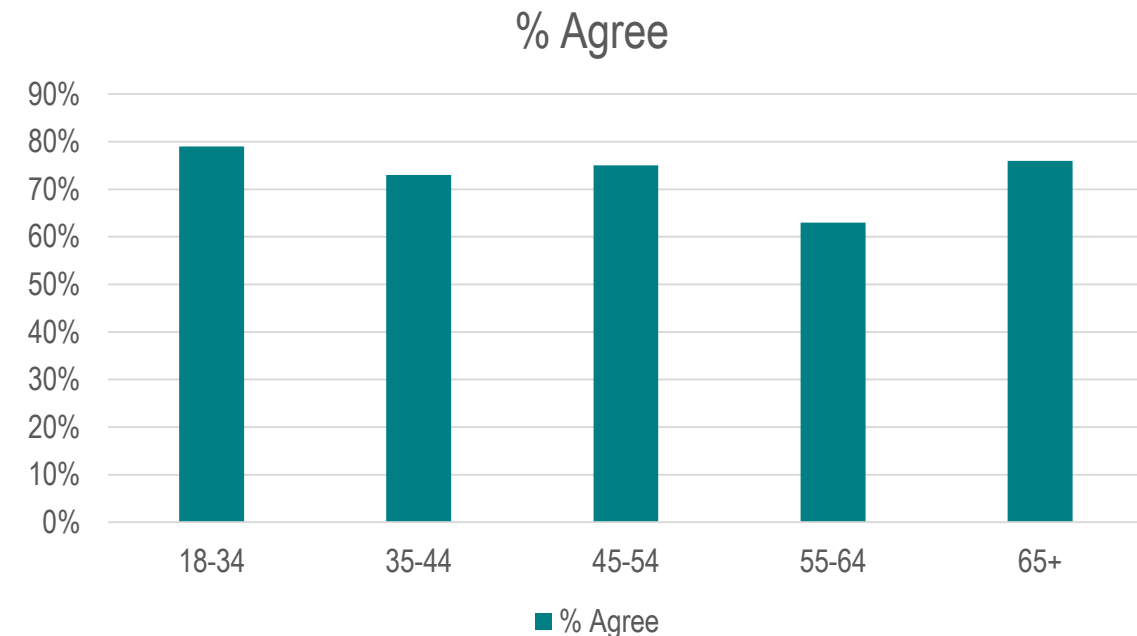
## Generation X (born 1965-80)

- Established professionals, want to be measured by results
- Many have family situations requiring flexibility

## Generation Y and Millennials (born 1980+)

- Always connected, the 9-5 lines are blurry
- Desire freedom to explore passions
- Open and highly adaptable to new situations

All generations agree (75% on average up from 62% in 2011) that flexibility is one of the most important factors considered when looking for a new job/company to work for



# Why Offering Flexibility Matters



**There is a growing desire for it.**

75% take it into consideration when evaluating a new job or company

**Other companies offer it ... are you?**

7 out of 10 working adults report having at least some flexibility at their job.

**It is here to stay.**

Wake up! There's about to be a labor shortage....

# Work/Flex Success is a Partnership



*Oftentimes, it's  
the Employee  
that helps shape  
the company  
policies....*





# 5 Steps to Achieving Flexible Work



# 5 Steps as Qs - The “Figure it outs”



What do I  
want?

How do I need  
to arrange my  
personal life  
to meet my  
goals?

What do I  
need to do  
professionally  
to get there?

Who will help  
me achieve  
my goal?

How do I put it  
all together  
and get my  
ideal  
arrangement?

Success!

# The 5 Steps as Action Items



## Goal Setting

- What do you want and what do you need?

## Personal Planning and Preparing

- Creating a Personal Action Plan

## Professional Planning and Preparing

- Creating a Professional Action Plan

## Networking

- Your network is your net worth - Define, Activate, Invest!

## Achieving Flex

- Knowing how / when to discuss flexibility

**Success!**

# Step 1: Goal Setting



Form a personal inventory of what you want and need to do.

- What are you struggling with? What's not working?
- What do you value most?
- What ingredients make your ideal career?
- What are you picturing beyond a paycheck?
- How much income do you need?
- What are your personal commitments?
- What is your career goal (now and in the future)?



**“Make career decisions first with your heart and the rest will follow.”**

# Step 2: Personal Planning



**Create an action plan for your personal life:**



**Common Mistake:**  
*You can not squeeze a job (or additional commitments) into your already busy life without making any changes!*

**Imagine your day to day**

- When can you leave the house?
- When must you be at home / available for your family?
- When will you need childcare / eldercare?
- Can you travel?

**Make a list**

- Take inventory of everything you are currently juggling each week.
- Do you expect any changes to this list?
- Are there items that you'd like to outsource?
- Are there items that you'd like to take back?

**Assign Ownership**

- Determine how each item will be covered, replaced or shared once you increase duties, return to work or change your responsibilities.
- Where are gaps? Do you need to arrange childcare? Eldercare? Driving? Cleaning?

**Hire!**

- Line things up BEFORE you start interviewing or asking for different work
-

# Step 3: Professional Planning



## Professional Prep: For a new job

- ❑ **Update your resume.**  
Don't forget soft skills, volunteer work, recent classes, etc.
- ❑ **Make sure employers can find you online.**  
Personal brand? LinkedIn profile?
- ❑ **Do you need continuing education?**  
Certifications? Brushing up on skills? (Consider: many free resources online.) This will help show that you are serious!
- ❑ **Do your research!**  
What kind of work do you want? Did you research the companies to learn about their work life policies?

# Step 3: Professional Planning



If you want to negotiate flexibility with your current boss...

## BEFORE the talk:

- ❑ List potential concerns and solutions so you'll be prepared for questions.
- ❑ Do your homework! Know what has worked or not worked in your organization

## ❑ DURING the talk:

Articulate how you want to change your work situation, not what you want.

## Professional Prep: For your current job

### Tips for Success!

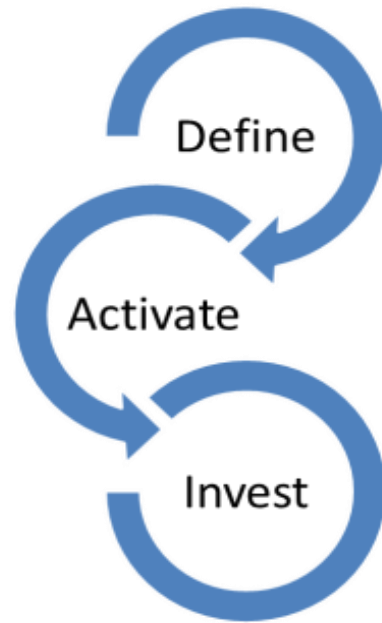
- *Discuss the impact of your arrangement on your colleagues & customers & how you will overcome hurdles.*
- *Propose a trial period.*

# Step 4: Networking



Networking is an interchangeable 3 step process.

Once it starts, it should never stop, even after you land that perfect job.



## Define:

- Articulate the type of job, industry, job attributes you are seeking before you ask for help.
- Make a list of your existing network & connect on LinkedIn.
- Make a list of people to add to your network / connect with.

## Activate:

- Thoughtfully connect with members of your network via phone, email, or in-person depending on the degree of conversation you are seeking.
- Listen and provide value in return.

## Invest:

- Schedule coffee/lunch with close contacts every 3-6 months.
- Continually provide value / make referrals / communicate.
- LinkedIn Referrals
- “How can I help you?”



# Step 5: Achieving Flex



Interviewing

## Interviewing

- Research (both a new company and your current company). Start with the company website and learn what it boasts as its most valuable cultural asset.
- Be Honest - Let the employer know about your skill set, as well as your constraints.
- Look for warning signs. Can the interviewer provide examples from the top down?

## Agreeing

- Use your plan to find an arrangement that works for you.
- Don't forget to offer a trial period and offer solutions that benefit the employer

## Revisiting

- Always offer a trial period and dates to revisit.
- Once you are situated, check in on a regular basis.

Revisiting

Agreeing

# The 5 Steps in Summary



**Goal Setting**



**Personal Planning and Preparing**



**Professional Planning and Preparing**



**Networking**



**Achieving Flex**

# In Closing.....



*69% believe it's possible to have it all when it comes to work-life balance... You just need to know how!*



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